

**STRATEGIC PLANNING AND OPTIMIZATION SYSTEM**

**ABSTRACT OF THE DISCLOSURE**

5 A software method for controlling the optimization of a  
planning model that uses historical sales data to predicts  
optimal prices and similar factors for meeting a number of  
business goals. Unlike previous systems that allow a user to  
model prices and other factors based on physical constraints,  
the present invention allows the optimization to occur against  
10 the background of one or more strategic objectives. Such  
objectives, such a price image, are not set by physical  
constraints but instead are imposed by the user with the notion  
that they will provide a strategic and ultimately an economic  
advantage. The system allows the analysis of the costs and  
15 benefits of such management imposed strategic objectives.